



You demand beauty? Expect luxury? You're hard to impress? This is your year! '63 Pontiac Tempest

Floor-mounted gearshift is standard. Naturally



Le Mans Coupe—what color did you say you like? Choose from 15



What's new with Tempest this year? Not enough to change the superb driving qualities of the car. Just enough to make it thoroughly desirable. To start with, Tempest is still America's only front-engine, rear-transmission car—so it's beautifully balanced. The spunky 4-cylinder engine is still with us. So are 15-inch wheels. As for changes, the big one's in the styling. You'll see what we're talking about as you go through this book. You'll like it, we're sure. The suspension's been redesigned to give you a smoother, more comfortable ride. We've added a rousing 260-hp V-8 to our extra-cost-option list, too. Self-adjusting brakes, a Delcotron a.c. generator, a bigger fuel tank and a wider track are standard. How's that for exploding the myth that cars have to be expensive to act it—and look it?



All-vinyl (except for rugs, of course) and five color schemes



"Can't you stop talking about that Tempest for a minute?"



Le Mans Convertible—bucket seats, power top. It would be a sports car, except it has a full rear seat and great expanses of luggage space



Sports Coupe—If this one were yours, we bet you wouldn't leave it sitting on a beach. It's too much fun to drive

Everybody's entitled to at least one convertible. A Tempest



Rich fabrics, vinyl, carpeting—in 4 color teams. Beautiful

"So walking is cheaper. I'd still rather travel by Tempest"



We put all that legroom in Tempest and look what happens

"Don't tell me a coupe can't be glamorous and thrifty too"



Who'd guess this was the low end of the Tempest price line?



Tempest Coupe—about as sensible as they come. That's our plan



Lots of nice color schemes inside, and every one a beauty



Some people swear by 4-Doors—and with a car like this, it's no wonder. Tempest 4-Door Sedan

Do you think wagons are all work and no play?



With rear seat flat and lift gate closed, the load floor is over 7' long



Stick thirteen of these white squares together end to end and they'll fit a Tempest wagon's tailgate opening with 2 3/4" to spare. Wide, eh?

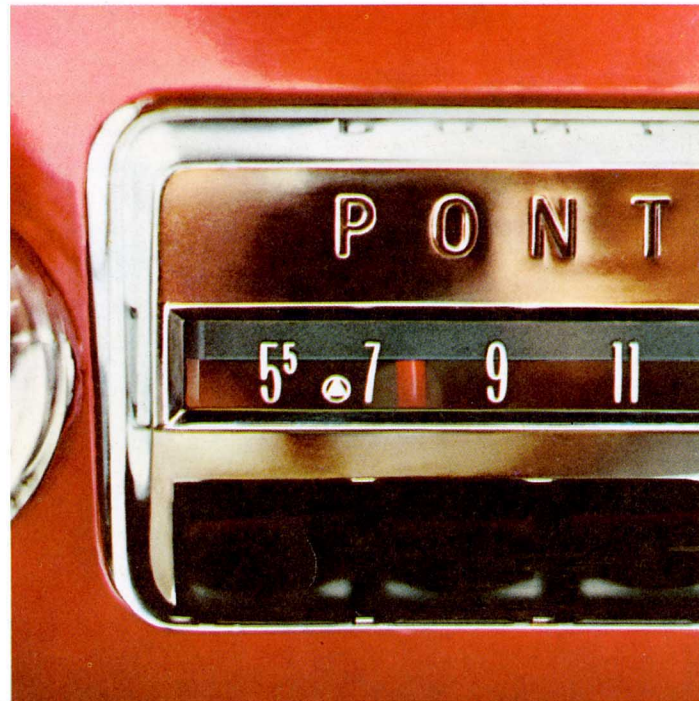


Wait till you see the choice of interiors.

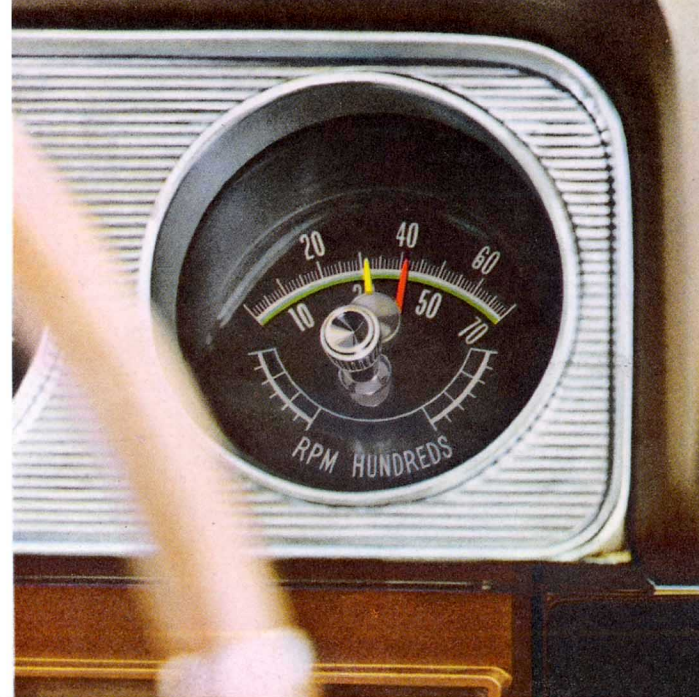


Surprise! This one can carry 72.2 cubic feet of stuff and still ride and handle beautifully. Safari Station Wagon

Optional equipment? You want optional equipment? We have it: a tonneau cover & custom wheel covers & power steering & transistorized



radios, both manual and push button & a clock & 4-speed transmission & tachometer & automatic transmission & a console, & a fine new air



conditioner (see the air-conditioned kids?) & all kinds of things that make driving happier. Worth every penny.

Come have a ball with us! We had our fun designing and developing the engines for our '63 Tempest. Now you get to enjoy them—and we're not sure who got the better deal. The biggest news is our V-326—a 260-hp V-8 that turns a Tempest into a really rousing road machine. We'll give you the specifications in a minute, but frankly, you'd do better to try it out. Unless you've got a whale of an imagination, numbers and such are a pretty pale intimation of what's in store for you. Now, does this mean we've abandoned our faithful 4? No sir. It's far too amiable for that. About the only people who'd be glad to see it go are people who sell gasoline. Now for the specs: Both engines, V-8 and 4, share certain features. They're both short-stroke overhead valve plants mounted up front. They're both liquid cooled, with aluminum alloy tin plated pistons, an alloy cast iron block, 5 main bearings and a 37-amp Delcotron a.c. generator. The rest of the story is in our chart.

	Carburetor	Compression Ratio	Max. Brake Horsepower	Max. Torque	Std. Rear Axle Ratio
194.5 cu. in. 4 (Bore 4.06", Stroke 3.75")					
manual trans.	1-Barrel	8.6:1	115 @ 4000	195 @ 2000	3.30:1
automatic trans.	1-Barrel	8.6:1	115 @ 4000	195 @ 2200	3.09:1 3.30:1 Safari, Convert.
Optional premium fuel engines available as indicated					
manual trans.	1-Barrel	10.25:1	120 @ 3800	204 @ 2000	3.30:1
automatic trans.	1-Barrel	10.25:1	140 @ 4400	209 @ 2200	2.91:1 3.30:1 Safari, Convert.
automatic or manual trans.	4-Barrel	10.25:1	166 @ 4800	217 @ 2800	3.30:1
326 cu. in. V-8 (Bore 3.72", Stroke 3.75")					
	2-Barrel	10.25:1	260 @ 4800	352 @ 2800	3.09:1 man. 2.91:1 auto.

2.53:1, 3.56:1, 3.78:1 and 3.90:1 Rear Axle Ratios available on special order
Things (like measurements) we haven't mentioned yet. We put some men to work with tape measures and look what they brought back: Outside: Tempest's wheelbase is 112 inches. Overall length is 194.3 inches. Tread is 57.3 inches in front and 58 at the rear—which adds up to a new Wide-Track for Tempest. And that adds up to new stability on the road for you. Tempest is 74.2 inches wide overall, just in case you have a garage that's 75 inches wide. Heights (with passengers) line up like this: Sedan, 54 inches; Safari, 55.3; Coupe, 53.6; Convertible, 54.2. Coupe and Sedan trunks have 14.1 cu. ft. of usable luggage room. Inside: We start out by putting oceans of room in all our models. But in some of them we find space for an inch or two more. See?

NOTICE: All options noted herein, including whitewall tires, special Custom Trim, radio and luggage rack*, illustrated on some models, are extra-cost equipment unless otherwise specified. Ask your dealer for all price information on any model or special equipment you desire. Pontiac Motor Division of General Motors Corporation reserves the right to make

	Sedan	Coupe	Sports Coupe (a)	Safari	Convertible (a)
Eff. Leg Room					
Front (max.)	40.6	40.6	40.7	40.6	40.8
Rear (min.)	34.1	34.7	34.7	35.8	33.1
Eff. Head Room (Seat Depressed)					
Front	38.1	38.1	38.1	38.6	39.1
Rear	37.2	36.7	36.7	37.8	37.4
Hip Room					
Front	58.6	58.5	58.5	58.6	58.5
Rear	58.3	57.5	57.5	58.2	47.4
Seat Height					
Front	10.5	10.5	10.3	10.7	10.7
Rear	12.1	12.9	12.8	12.6	12.6

(a) Le Mans models vary slightly due to trim differences. Measurements in inches, naturally.

Station Wagon Lovers:
 Floor length—rear seat up, tailgate closed53.1"
 Floor width.....44.1" min., 56.7" max.
 Height, max. (at rear axle centerline).....31.0"
 Rear opening width (at floor).....49.5"
 Rear opening height (at centerline).....29.1"
 Cu. ft. load space above floor—2nd seat flat.....72.2
 Cu. ft. compartment below floor.....2.4

Shift! All of our transmissions are rear-mounted (for better balance with engine weight). The 3-speed floor lever shift for the 4 sports ratios like this: 1st, 2.94:1; 2nd, 1.68:1; 3rd, 1.00:1; Reverse, 3.33:1. For the V-8, it's 1st, 2.47:1; 2nd, 1.53:1; 3rd, 1.00:1; Reverse, 2.80:1. The fully-synchronized 4-speed box (available with 4-cylinder engine only) lines up in this fashion: 1st, 3.65:1; 2nd, 2.35:1; 3rd, 1.44:1; 4th, 1.00:1; Reverse, 3.66:1. Our three-element torque converter Automatic has these ratios: Drive, 1.76:1 and 1.00:1; Low and Reverse, 1.76:1. Total torque multiplication: 4.22:1 with the 4, 3.87:1 with the V-8. For clutch measurers: The clutch diameter on 4-cylinder engines is 9.5 inches. On the V-8, it's 10.4 inches. Did you really care? Some people do. Brakes: They're hydraulic, internal expanding brakes with a 9 inch drum diameter and total lining area of 130.3 square inches, which is considerably more than last year. Rear axle & suspension: Tempest's rear axle, as you probably know, is a trans-axle, with swing axle shafts. Suspension comes from independent coil springs all around. Fill 'er up! If your gas tank ever runs dry (which would take some doing), you'd need 20 gallons to fill it up. The 4's cooling system takes 12.6 quarts, the V-8's 20.5. A refill of engine oil takes 4 quarts—5 with filter.

changes at any time, without notice in colors, materials, equipment, specifications, prices and models—and also to discontinue models. The right is also reserved to change any specifications, parts, or equipment at any time without incurring any obligation to equip same on cars built prior to date of such change. *Available on Station Wagon only

Have you made up your mind which Tempest you like best? You want them all? Well, we can't say as we blame you



Litho in U.S.A. by Tempest-lovers. Isn't everybody?